

73.8

2



CARBONIZING COATING TRADE MARK

The Greatest Preserver of Iron and Steel Construction

RECORD
QUARTER OF A CENTURY

Having never failed to give the extreme degree of results when properly applied, establishes CARBONIZING COATING as the Greatest and Most Economical Paint made for the Protection and Preservation of Iron and Steel.

The Goheen Manufacturing Company
London, E. C., England. Canton, Ohio, U. S. A.

THE PRESERVATION OF IRON AND STEEL

DURING the past quarter of a century our Company has given constant, undivided attention to the question of the Protection of Steel under the varying trying conditions to which steel is subjected. The first few years of our efforts brought forth but modest recognition, owing to the fact that the prevailing conviction was, all paints were largely alike and one class would do quite as well as another etc., etc.

During the past decade the Preservation of Steel has commanded the careful thought of many of the very ablest minds throughout the world, and today is only partially solved, nevertheless, long strides have been made in producing Paints and Coatings that are a great improvement over the class of paints as used in past few years.

The low priced, indifferently prepared paints of the past are not considered at this period by the Architect or Engineer who commands the confidence of the large property owner or the large corporate interests. The paint carrying impurities in either the pigments or the vehicle and binder, the paint of a porous or spongy nature, is largely being dismissed from serious consideration for use on Iron or Steel by the careful and thoughtful property owner or engineer.

The class of paints that have proven to give the greatest degree of protection to Iron and Steel, are those that will stand vigorous brushing, those that can be brushed out to a **THIN**, even, smooth coat; those that form a firm, solid, smooth, impervious film over the surface of the metal.

Earth pigments of a porous nature, that carry clays as apply to Oxides of Iron, ochres, etc., or the spongy drying pigments (that cannot be chemically assimilated), of the plumbago variety, have proven unstaple and not uniform in results given when applied on Iron or Steel. The paints that have proven the very most efficient as preservers of Iron or Steel, are those based on varying quantities of Lead Oxides, combined with other thoroughly established pigments of proven merit.

The best of all mechanically made paints for protection of Iron and Steel is a paint made exclusively of Pure Red Lead and Pure Linseed Oil.

The Peer of **ALL** Paints for the Protection and Preservation of Iron or Steel is the paint which contains all the good qualities to be derived from Pure Red Lead and Pure Linseed Oil, so combined chemically with other equally meritorious ingredients, that the result is an Absolutely Impervious Paint, freed from all weaknesses; a combination of all the **BEST** protective ingredients known to science. The paint that contains these qualities and has, through scientific research and years of actual practice demonstrated the greatest degree of uniformity, reliability and Preservative service, is **CARBONIZING COATING**.

We herein desire to call your attention to a number of important structures on which **CARBONIZING COATING** has been used. We shall be greatly pleased for our readers who feel interested in the Preservation of Iron and Steel, if they will make inquiry regarding results given.



Two views of the New CANTILEVER BRIDGE of the PITTSBURGH & LAKE ERIE RAILROAD, NEW YORK CENTRAL LINES, over Ohio River at Beaver, Pa. Weight 16,000 Tons, erected in 1910. Original paint failed within one year, exposing about 65% of surface to corrosion. This Bridge cleaned and painted two coats of CARBONIZING COATING during summer of 1911. CARBONIZING COATING is the only Reliable Preserver of Iron and Steel.





UNION PACIFIC R. R. BRIDGE over Missouri River at Omaha, Neb.
 Cleaned and painted during summer of 1906, part of floor system receiving Two coats and all overhead surfaces One coat CARBONIZING COATING. Five years' service thus far given, with less than 3% deterioration and less than 1% of breaks in paint. We are informed the best previous record for a paint on this bridge was three (3) years.
 CARBONIZING COATING is reliable and a great saver in maintenance expenses.



FOURTEENTH STREET VIADUCT, Denver, Colorado.
 Erected 1899, painted with CARBONIZING COATING—12 years' service.
 CARBONIZING COATING is the only Paint that gives long time results.



TWENTIETH STREET VIADUCT, Denver, Colorado.
Erected during 1909 and 1910, painted with CARBONIZING COATING, the never-failing Preserver of Steel.



COLUMBIA RIVER BRIDGE of CHICAGO, MILWAUKEE & ST. PAUL R. R. CO.
Erected 1907, painted with CARBONIZING COATING.



MISSOURI RIVER BRIDGE of the UNION DEPOT BRIDGE & TERMINAL R. R. COMPANY,
Kansas City, Mo.
About 19,000 Tons erected in 1911, painted with CARBONIZING COATING.



SIXTH STREET VIADUCT, Kansas City, Mo.
Erected 1905, painted with CARBONIZING COATING, examined yearly. Thus far less than 1% deterioration.
CARBONIZING COATING protects when all other paints fail.



Partial view of FLORIDA EAST COAST LINE RAILWAY construction over Florida Keys, portion of which
was painted with CARBONIZING COATING.



VANDALIA R. R. DOUBLE TRACK BRIDGE over White River, Indianapolis, Ind.
Painted with CARBONIZING COATING during 1906.



EIGHT TRACK ROLLING LIFT BRIDGE of the Sanitary District, Chicago, Ill.
Two west sections operated by Pan Handle R. R. Co. and the far east section operated by Chicago Junction
R. R. Company, painted with CARBONIZING COATING.



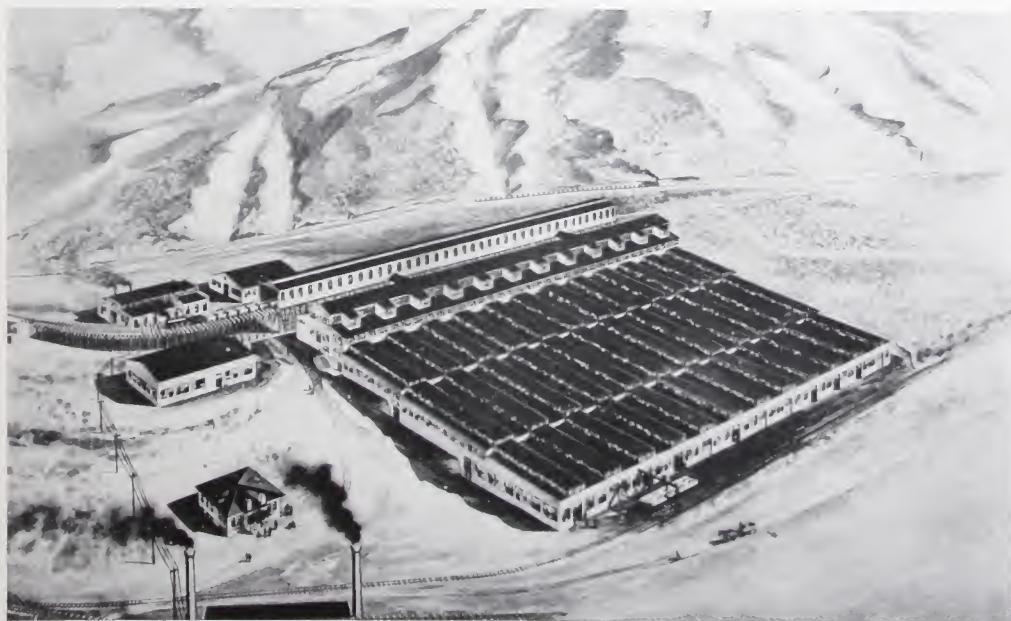
ERIE RAILROAD, PENHORN CREEK VIADUCT, Jersey City, N. J.
Four-Track structure 2550 feet long, erected 1910. Fifth section painted with CARBONIZING COATING.



MARKHAM GULCH VIADUCT on BINGHAM & GARFIELD R. R., Bingham Canyon, Utah.
220 feet high, erected and painted with CARBONIZING COATING 1911.



CARR FORK VIADUCT on BINGHAM & GARFIELD R. R., Bingham Canyon, Utah.
190 feet high, erected and painted with CARBONIZING COATING in 1911.



UTAH COPPER COMPANY'S PLANT, on BINGHAM & GARFIELD R. R.
Erected and painted with CARBONIZING COATING in 1907.
CARBONIZING COATING is the Standard of Protection for Iron and Steel used in the Smelting Plants.



BRIDGE NO. 64, PENNSYLVANIA R. R. CO., Rowlandsville, Md.
Painted with CARBONIZING COATING in 1907.



THE IDAHO & WASHINGTON NORTHERN R. R. BRIDGE.
Erected 1910, painted with CARBONIZING COATING.



PHILADELPHIA RAPID TRANSIT CO'S DELAWARE AVENUE ELEVATED RAILWAY.

Erected and painted with CARBONIZING COATING during 1907 and 1908.
CARBONIZING COATING gives magnificent service on structures subject to much fog, moisture and gases.



EDWARD FORD PLATE GLASS CO'S PLANT, Rosford, Ohio.
 Consists of 14 buildings, one of which shown above; all erected and painted with
 CARBONIZING COATING during 1911.



SUGAR CUPPER CO'S PLANT, Miami, Arizona.
 Erected 1908, painted first coating CARBONIZING COATING BLACK, finished with new coat
 CARBONIZING COATING EMERALD WHITE.



INTERNATIONAL HARVESTER CO.'S Building, Milwaukee, Wis.
779x173 feet, erected in 1910, painted with CARBONIZING COATING.



HOLLINGSWORTH & WHITNEY PULP & PAPER CO., Waterville, Me.
All Tanks and Steel work painted with CARBONIZING COATING during 1905 and 1906.



PENSTOCK of GREAT FALLS WATER POWER & TOWNSITE CO., Rainbow Falls, Mont.
Built during 1909 and 1910, painted throughout with
CARBONIZING COATING.



PENSTOCK of ONTARIO POWER CO., Niagara Falls, Canada.
Erected in 1905, painted throughout with
CARBONIZING COATING.



PIPE LINE of TELLURIDE POWER CO., Provo, Utah.
Erected 1905, painted throughout with
CARBONIZING COATING.



ASSUAN DAM on River Nile.
At time of installing, all Iron and Steel painted with CARBONIZING COATING during 1902 and 1903.



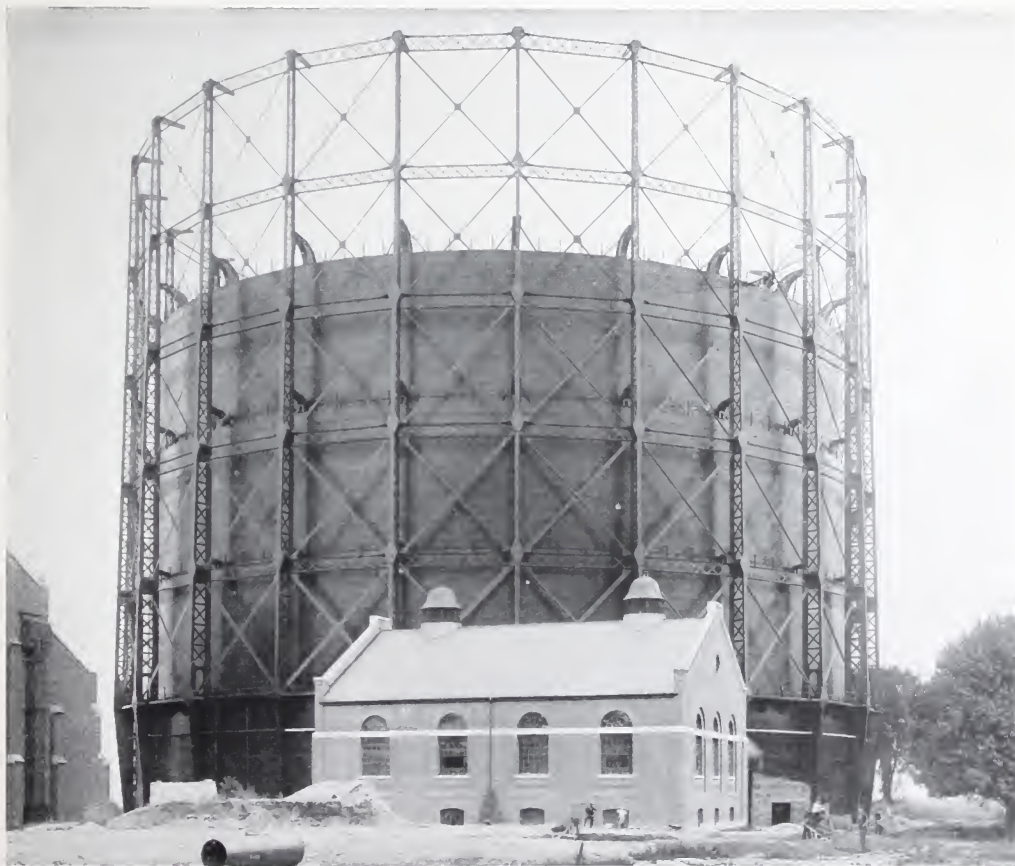
STORAGE TANKS of Higgins Oil & Fuel Co., Beaumont, Tex.
Painted throughout with CARBONIZING COATING during 1903.



YORK STREET BRIDGE over Canadian Pacific Railway Tracks, Toronto, Canada.
Painted with CARBONIZING COATING during 1904.



STEEL VIADUCT over Railroads, Buffalo, N. Y.
Painted with CARBONIZING COATING during 1901.



GAS PLANT of CONSUMERS' GAS CO., Toronto, Canada, showing largest Gas Holder in Dominion of Canada.
Erected during 1907-1908-1910-1911. All Iron and Steel in this plant
preserved by CARBONIZING COATING.
CARBONIZING COATING is the most durable, long-lasting, least expensive preservative paint made for
Protection of Iron and Steel in and around Gas Plants.



HIGH BRIDGE, CHICAGO, MILWAUKEE & ST. PAUL R. R., Des Moines, Ia.
Repaired and painted One Coat CARBONIZING COATING 1897, One Coat 1898. Examined 1907, paint showing
less than 10% deterioration. Cleaned and Painted One Coat CARBONIZING COATING 1907.
THREE Coats giving at least 15 years' service.
CARBONIZING COATING Protects and Preserves Iron and Steel from Three to Seven times as great a period
as other characters of paints.



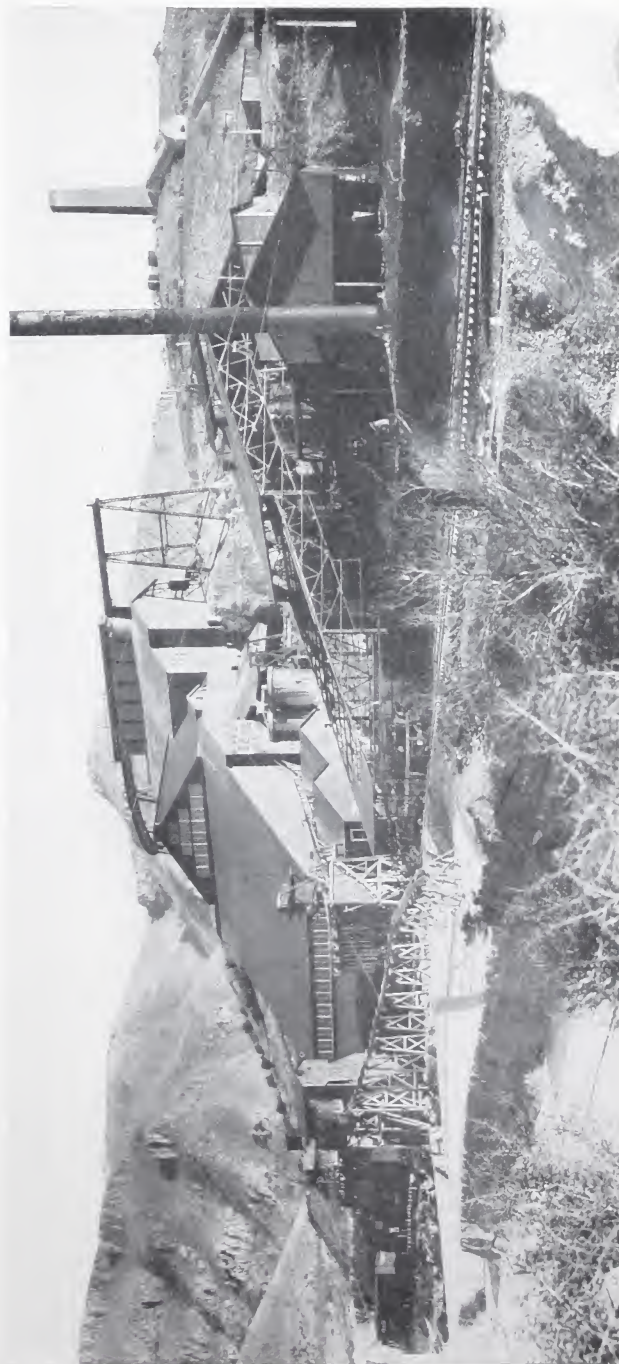
COLORADO RIVER BRIDGE of MISSOURI, KANSAS & TEXAS R. R., Bastrop, Tex.
Painted with CARBONIZING COATING 1907.



RED RIVER BRIDGE of LOUISIANA RAILWAY & NAVIGATION CO., Alexandria, La.
Painted with CARBONIZING COATING 1908.



RAILWAY SHOPS of ATLANTIC COAST LINE R. R. CO., Waycross, Ga.
Erected 1906-1907. All Iron and Steel Painted with CARBONIZING COATING.



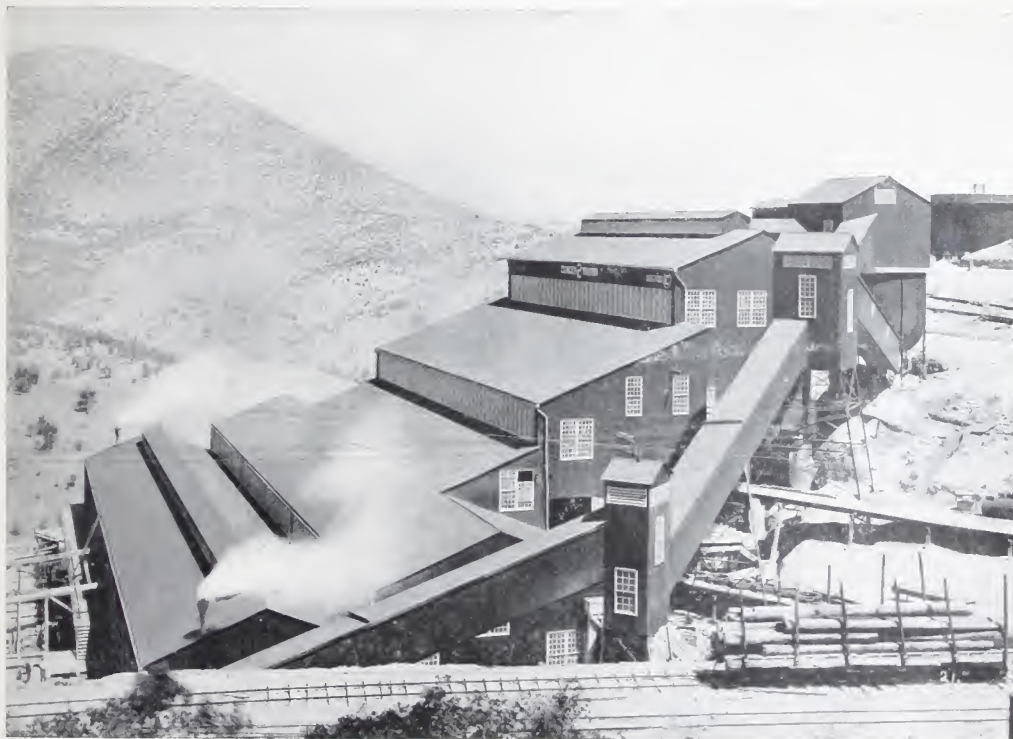
MOCTEZUMA COPPER CO.'S Plant, Nacozari, Mexico.
All Iron and Steel Preserved by CARBONIZING COATING.



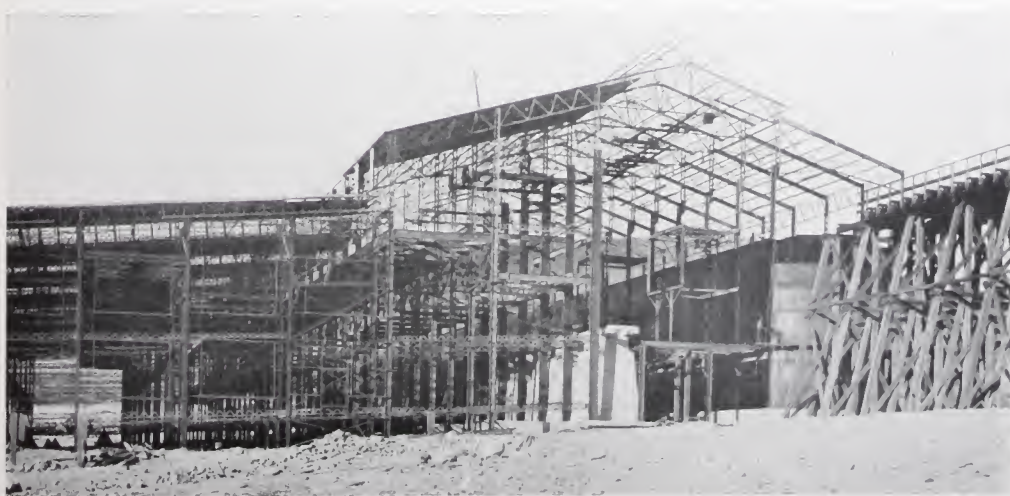
COPPER QUEEN CONSOLIDATED COPPER CO., Douglas, Ariz.
All Iron and Steel Preserved by CARBONIZING COATING.



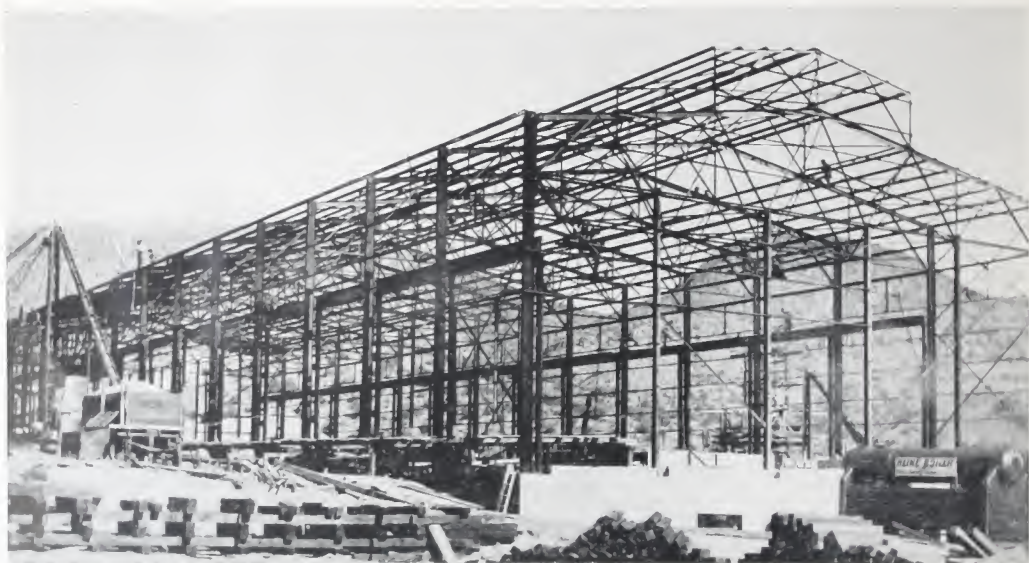
OLD DOMINION COPPER CO., Globe, Ariz.
Iron and Steel Painted with CARBONIZING COATING.



THE GREEN CONSOLIDATED COPPER CO., Cananea, Mex.
All Iron and Steel Preserved by CARBONIZING COATING.



West End of Mill, RAY CONSOLIDATED COPPER CO., Hayden, Ariz.
Erected 1910. All Iron and Steel Painted with CARBONIZING COATING.



POWER HOUSE of RAY CONSOLIDATED COPPER CO., Hayden, Ariz.
Erected 1910. All Iron and Steel Painted with CARBONIZING COATING.



View showing a portion of ORE BINS of RAY CONSOLIDATED COPPER CO., Hayden, Ariz.
Erected 1910. All Iron and Steel Painted with CARBONIZING COATING.

CARBONIZING COATING

TRADE MARK

CARBONIZING COATING is a protective paint made for one purpose only, viz. the Preservation of Iron and Steel from Rust and Corrosion.

It is applied in the same manner as other paints. We guarantee that one Imperial Gallon, when properly applied, will cover 1250 square feet of clean, metal surface, one coat, or one Wine Gallon will cover 1000 square feet of clean, metal surface, one coat.

In the foregoing illustrations we have aimed to show only a few of the many uses to which CARBONIZING COATING is adapted. It has been used extensively for the past twenty years by many of the leading Railroads for the preservation of their Steel Bridges and Steel Equipment; by Gas Companies for the preservation of their Steel Gas Holders and steel work around Retort Houses; by Water Power Companies for the protection of their riveted steel Penstocks both exposed and underground; as well as for steel building construction generally both here and abroad.

REMEMBER—That it is not the cost of the paint but the cost of labor for applying same that makes REPAINTING expensive. Therefore, why not use the best (CARBONIZING COATING) and paint ONE-HALF as often? A higher price is always justified by a correspondingly greater degree of durability and the greater satisfaction gained thereby, and the final analysis of the question brings the same answer, viz., "This is the best way to spend your money because it goes the farthest."

Buy CARBONIZING COATING.

MANUFACTURED SOLELY BY

THE GOHEEN MANUFACTURING COMPANY

LONDON, E. C., ENGLAND.

CANTON, OHIO, U. S. A.

CARBONIZING COATING

TRADE MARK

AND ELECTROLYSIS

THERE are many paints that are very active conductors of electricity and should not be used on Iron or Steel. The use of such paints aid in the destruction of the life of the Metal. There are a few paints that when applied on Iron or Steel prove to be fair resistants of electricity.

The paints that are actually good insulating paints are very rare. The paint that has proven from actual practice to be a very good, reliable insulating paint is CARBONIZING COATING.

THE PRESERVATION OF STEEL CYANIDE TANKS

OXIDIZED CARBON CEMENT R-No. 2 (IN LIQUID FORM) is made from the same ingredients as CARBONIZING COATING, only differently proportioned to dry with a harder surface, which largely resists abrasion. It is, therefore, especially adapted for the preservation of Steel Cyanide Tanks, as it is not susceptible to destruction by the discharge of sands from the tanks. Also, since it is not affected by Cyanide and lime, it gives perfect protection to the metal, eliminating the possibility of having the Iron thrown down by the action of the Cyanide, and thus permits the solution of Cyanide to arrive at the zinc room in a cleaner and better condition.

The repainting of cyanide tanks with OXIDIZED CARBON CEMENT R-No. 2 would be accompanied with no danger from fumes, as is the case in using paraffine paints, and would last from five to six times longer than the latter. Steel boxes containing zinc shavings should be protected by OXIDIZED CARBON CEMENT R-No. 2, as well as steel pipes conveying the solution from the tanks to the Zinc room.

MANUFACTURED SOLELY BY

THE GOHEEN MANUFACTURING COMPANY

LONDON, E. C., ENGLAND.

CANTON, OHIO, U. S. A.

S-101-11